

McAllen Paper Introduces 'Print Edition Exclusive' Articles on Sundays

This past Sunday, [The Monitor](#) in McAllen, Texas, announced that it will publish one or more "Print Edition Exclusive" stories in each Sunday edition of the paper.

The paper noted that "like many of the nation's daily newspapers," it has been pushing hard to increase its online content. In the process, it noted that it "has become engaged in a high level of what has become known as 'reverse publishing,' in which content appears first on the Internet and then in print."

"Beginning this Sunday, we are going to begin reversing that trend a bit," an article in The Monitor said. "From now on, each Sunday edition of The Monitor will prominently feature one or more 'Print Edition Exclusive' stories that are of major impact, importance and interest to Valley readers. These stories – all of which will involve enterprise reporting by Monitor staffers – will not be featured online at themonitor.com and will not be stories that you will find available through any other area news medium except one of the three Valley daily newspapers operated by Freedom Communications."

Last Sunday's first Print Edition Exclusive, focused on what appears to be a growing nightmare in the Valley, child sexual abuse. The story dealt with the warning signs that indicate a child may have been sexually abused and what parents should do if they suspect their child has been a victim.

SNPA eBulletin 4-23-09